

## **Abstract**

The bachelor thesis is dedicated to the origin and development of the tablet-only magazines in the Czech Republic. The component of the thesis is the analysis not only of the tablet-only magazines published on the Czech media market in the period between the years 2012 and 2015, but also the publishing houses themselves that are specialised in this modern and unique technological trend. The essential part of the thesis is then the definition of technological aspects connected with the process of creation and distribution of the magazines and restrictions applied from the legislation area. Theoretical perspective on this issue was then tested and examined in the realized questionnaire survey. The smartphone and the tablet users were subjected to questions regarding their device usage for various activities, and also their awareness about the available tablet-only magazine. The usage of these electronical contents, the attitude to the interactivity, the pricing and the tematical specialization in the new potential tablet magazines were then determined. Based on the development of the market segment in foreign countries, on the opinion of the experts and on my own evaluation, the potential development in the Czech Republic is outlined in the closing part of this thesis via describing the advantages and disadvantages of the tablet-only magazines.